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**DYNAMISM OF INFORMATION-SATURATED LIFE  
AS A REALITY OF SOCIETY EXISTENCE**

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**INTRODUCTION**

Today's information space is a complex system of organised meanings built on semantic connections; it is a dynamic whole that expands and specifies with the development of our society and is based on content and factual information that can be duplicated or compensated for by onomasiological processes.

The conceptualisation of reality, put forward and developed by R. Lenerker in the second half of the twentieth century, was concentrated in the chain «knowledge of the world – its conceptualisation – formation of experience». In our opinion, these are the main components that help to navigate the modern information space. For example, there is a situation that is displayed using semantic markers. They help to explain it and, if necessary, supplement it, i.e., there is a detailing of information that is projected through the prism of objects (objects, things, states) based on mental experience. Otherwise, we can call it the unfolding of temporal-spatial, cause-and-effect relationships in texts, the formation of meanings that model the realities of life.

In our overly globalised society, the words ‘ecologisation’, ‘environmental policy’, and ‘environmental education’ are increasingly being used, which indicates a growing interest in the environmental aspects of life. And this can be called a positive trend. Everyone wants to know about the state of the environment, because the health of current and future generations depends on it. We have stopped thinking about how much we are involved in a close chain of smartphones, computers, laptops and other electronic devices, without which we cannot imagine our lives.<sup>1</sup> It's not just energy use

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<sup>1</sup> Лоїк Г. Роль вчителя у формуванні особистості в умовах інформатизації освіти та розвитку інформаційного суспільства. *Вісник Львівського університету*, 2009, 25(2), С. 142–149.

anymore, but the targeted energy consumption by data centres and server farms that power the Internet, which use a lot of energy and result in carbon dioxide and other harmful substances being emitted into the atmosphere. This is also a cybersecurity issue (recall the number of cyberattacks by Muscovites and hacks of Ukrainian Internet resources over the past year). Therefore, society has identified the need to create publicly accessible and useful sources of information that would cover environmental problems and achievements, new global technologies and developments, etc.

The constant global development of information technology has increased the relevance of the education sector and made it possible to modernise the system of lifelong learning. Nowadays, distance education is presented as a new educational paradigm, justifying its importance and necessity. It is no longer just an educational phenomenon, it has gained social significance since every country has experienced the negative and positive effects of COVID.<sup>2</sup> First of all, it is self-organisation (of space, own strengths and abilities), search for new ways of personal development, taking into account the latest educational trajectories, a cultural and intellectual leap with a radical reform of self-education.<sup>3</sup> Information culture is generated by various factors, among which the mental component occupies a special place, inferior to ethno-cultural, socio-political and historical development.

Thus, we will consider how our cognition is formed, what phenomena are associated with the modern information space, how globalisation has affected the language and its new creations, what conditions modern education and what changes it needs, as well as what it means to adhere to the spiritual and cultural values that are laid down in the process of upbringing in the family.

### **1. Rapid information communication**

The media is a powerful force of influence on people's minds, a means of rapid information communication in different parts of the world, the most effective means of influencing human emotions and the information space of the state as a whole. This is especially true of electronic media. With the expansion of technical skills, their role is growing. And they remain incomparable in terms of their emotional impact on people's feelings and

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<sup>2</sup> Вакулик І. Лінгвістичні аспекти наукової комунікації у синхронії та діяронії : монографія. Київ, 2015. 280 с.

<sup>3</sup> Вакулик І. Концепція «інформаційний простір» сучасності: витоки, стан, перспективи. *Міжнародний філологічний часопис*. 2022. 13.4(1). С. 75–84. DOI: [http://dx.doi.org/10.31548/philolog13\(4\\_1\).2022.008](http://dx.doi.org/10.31548/philolog13(4_1).2022.008)

consciousness and attract a wider audience.<sup>4</sup> Information has always been valued, but now it has become even more valuable. Today, it is considered the most important resource for the development of society. Recently, issues related to the information war have been actively discussed not only in our country but also abroad. Despite our country's thirty years of independence, the concept of information space has not yet lost its relevance. Therefore, our task was to demonstrate the frames (broadly interpreted in terms of linguistics, psychology, communication in general, and knowledge as a picture of the world, which are based on time, circumstances, and actions) that are used to frame information.

With the onset of the aggression, there was a fundamental change in the formatting of the content of television and radio programmes, as well as in the way news stories were presented. Here, for example, is how information was presented in the news throughout the day. Let's focus on certain 'blocks' without going into details.

1. Iskanders, shakedown drones and accompanying Iranian reconnaissance aircraft are designed to kill and cause physical and psychological pressure. They are weapons of mass destruction.

2. The transport route has been strategically paralysed since the attack on Kherson. Since then, millions of people have wished this day to be their last birthday.

3. A textbook on psychiatry could be written by studying the undiplomatic vocabulary of the commander-in-chief of the Russian Federation.

4. The events of 2008 in Georgia are a harbinger of rewriting the constitution to suit one's own desires.

5. 'Serum of Truth': the defeat of the second world army, the struggle for one's own skin, for power, the "excellent work" of pocket propagandists.

6. 'Demogitisation' and "potato mobilisation" (about the total mobilisation of the northern and eastern neighbours).

7. Let's not let Europe freeze, maybe they will help us. New horizons of geopolitical support.

8. The cult of the glass of Russian officials. At the Russian Olympics, alcohol is expensive as a status symbol. Communication is more difficult without a glass. How the Putin model works.

9. We are warriors, not lazy people, not lazy. Because whoever stands for what, we stand for independence.

10. Let's win the winter together.

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<sup>4</sup> Лукашевич М. П. Соціалізація: виховні механізми і технології. Київ : ІЗМН, 1998. Мемуары [Elektronnyi resurs] / Rezhym dostupu: <https://http://surl.li/niiqno>

11. A united front of power engineers and citizens. Every kilowatt saved is your shot at Moscow.

The phenomenon of the information society is a combination of time and space, an alloy of amazing moments of communication, seemingly disconnected and fragmented, with their own positive and negative sides, which accumulate into a universal system of the community of the social revolution, the new economy, information policy and the state within which they are oriented.

The flow of information that surrounds a person contains many meanings, which, being organised in a certain order, interact. An organised space is created in which one must be able to navigate. For this purpose, it is customary to create and then use so-called roadmaps, which help to navigate the communication environment.

We understand texts as a combination of symbolic signs presented in words (with their semantic load) that carry programmed information and have to adapt to the information space. This is a phenomenon from the neural and mental point of view, and at the same time a product that has been comprehended at the level of human consciousness. And this text, the created model of a statement, should be visualised for the participants of communication. At the same time, everyone chooses their own model, which at the stage of internal programming has a motive – a motive. And for information to reach the addressee, i.e. for contact to take place, for communication to be carried out, desire alone is not enough. What is missing is the process itself with its components: the connotative component (focused on the addressee and expressing a direct effect on the interlocutor) and the expressive component (using the expressive capabilities of language). So, any text is really a ‘fabric’ (let’s recall the etymology of the term) in which words are intertwined and combined in a certain sequence.

We see an existing picture or project it in our minds and imprint it in the information flow of messages, letting it pass through our hearts, because otherwise, catharsis will not occur. We tune in to the perception of information through verbal, visual, cinematic, and digital channels. After all, the era of digital change we are currently living in has given us a unique opportunity to observe how new communication tools have emerged and become established in society.

Barrier-free communication. For each of us, it is no longer an extraordinary thing to use words borrowed from other languages in our daily communication. And it's no longer a tribute to fashion, it's our everyday life – the globalized world has proven to be much stronger than people's desires and will. The ongoing information transformations have forced humanity to choose a new vector of coexistence, which has provided new

opportunities, new knowledge, new ways to realize dreams and fulfill desires, and the latest applications installed on our gadgets help not only to locate and capture special moments in life, but also mediate the settlement of relations in the process of communication, sometimes chaotic, caused by the whirlwind of modern changes.

Man-made disasters, wars, natural disasters – are they not the result of humanity's own actions? We strive for perfection in relationships, communication, and everyday life, demanding that others respect us, but we forget about the Ego of each of us, which also “conquers” the surrounding space. Instinctively obeying the animal “competition” (the stronger, more agile, smarter, more foresighted, more experienced, etc.), we direct the so-called standard impulses in a direction where conflicts and misunderstandings often occur, where hints and mockery appear, where hostility and contempt are formed. They give rise to such moral traits as cowardice, cowardice, miserliness, cruelty, and anger. However, maximizing the virtues gains the upper hand in this battle, where gentleness, dignity, hard work, piety, valor, courage, friendliness, openness, ease, perseverance, authority, meekness, patience, restraint, humility, prudence, faith, hope, love, etc. are lined up on the front lines.

Such synonymous and antonymic series of human qualities can be built when it comes to inclusion, which has rapidly entered our vocabulary but has long existed in society. This is the so-called barrier-free communication that takes place at the informational, educational, psychological, emotional, and normative levels. That is, in a broader context, we interpret the “rules of the game” between members of society who must adhere to a strategy of building tolerant relations.

Covid-19, which has so rapidly and unexpectedly burst into the lives of people from different countries, different nationalities, and different religions, and has been raging on the planet for four years, has demonstrated to each of us new opportunities for coexistence and communication. Scientists around the world have rallied around the new concept, looking for models to overcome the newest disease of humanity. Accordingly, this was immediately reflected in our vocabulary. Thus, in 2021, the noun “vaccine” became extremely popular, was in demand on various websites (nanotechnology, medicine, work, life, etc.), as evidenced by the frequency of mentions of the word (increased by 1048% compared to 2019, and by 601% since 2020 (according to the analytical portal ).

Unfortunately, not all members of society are able and willing to communicate according to the “laws of the genre.” «Who?», «When?», «Where?» are perceived not just as pronouns and adverbs. They have turned into huge interrogative sentences that hide the pain and suffering of human

hearts and ruined lives. “How to live in times of war?” – everyone had to answer this question for themselves. In fact, what can I personally do to bring peace, bring calm, inspire hope, and help?

There are many barriers to communication, and political discourse in the current time dimension, of which we are all a part, must prioritize areas in which civilized humanity will achieve unity to defeat the enemy, reason will prevail over stupidity, and “redistribution” in the cells of hardened hearts will necessarily take place.

“The poor and the rich”. For our country, in the conditions of war with an insidious enemy, this antinomy is leveled. We have shown the whole world and are demonstrating every day that we are rich – we are rich in generous, friendly, sincere, kind people who will help not only their neighbors, but everyone who needs it, even prisoners of war. We open our doors to those whom we did not know before, who lost their homes as a result of the diabolical invasive actions of not even soldiers, but the cattle of the Russian Federation; we “all together” donate money to support the Ukrainian Armed Forces. Thus, as of the beginning of April 2022 Ukrainians have transferred about 250 million for the needs of the army through Diia, which allowed them to purchase 12206 bulletproof vests, 5660 helmets, 12666 communication equipment, 3782 units of thermal imaging and daylight optics, 2793 quadcopters, 11 military unmanned aerial systems, 1703 generators and other power sources, 72 vehicles, 2197 pieces of equipment (monitors, computers, printers and other office equipment), 1391 laptops, 2783 smartphones and tablets for artillery and aerial reconnaissance, 309 pieces of sapper equipment<sup>5</sup>. And all this to help our glorious and courageous soldiers who defend our sky and protect us.

Thanks to our Ukrainian agrarians, we have once again become convinced that we want to live in a peaceful, happy country where the smell of a plowed field is palpable, where the dust of the earth and grain in our palms only makes us feel good – we will grow the future harvest! We want to live in a successful agricultural and industrial country. And a country is defined by its people, when everyone cares about their surroundings and solves problems that concern them. In the midst of a cruel and unjust war, we, Ukrainians, must also feed the world's needy, and so we find new land routes to replace sea routes to deliver grain cargoes through the mediation of European countries. Let's remember how every year we enter our homes with shouts of “Good evening, master, rejoice, oh rejoice, earth, the son of God is born!” Remember, just like in the Psalm:

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<sup>5</sup> Швець Д. Соціокультурні аспекти інформатизації вищої освіти : дис... канд. соціол. наук : 22.00.04; Запорізька держ. інженерна академія. Запоріжжя, 2004. 177 с.

“Praise the Lord from the earth, you whales and all the depths of the sea!  
Fire and hail, snow and fog, and the rushing wind that fulfills his word.  
The mountains and all the hills, the garden and all the cedars.  
Wild beast and cattle of every kind, creeping thing and bird of the air.  
Kings of the earth and all nations, princes and all judges of the earth.  
Boys and girls, old men and young men.  
Let them praise the name of the Lord, for his name is high”.<sup>6</sup>

When we enter someone else's home, we not only glorify God, we wish all kinds of good things for the hostess and the host, their children and livestock. For since ancient times we have been on our own land, growing bread, caring for our “little brothers” and cherishing hope for a brighter future.

Ukraine is a low-income country in terms of wealth. This is evidenced by documents and studies. If we open the first service we come across that provides a comparative description of the quality of life in European or global countries, we will immediately see this. In 2019, the state was ranked 62nd, and in 2020, the social development of our country was ranked 63rd. But despite these statistics, we are rich! Because we know how to appreciate those who are close to us; we know what pain is, and therefore we will always come to the rescue.

## **2. Modernisation of education**

The constant global development of information technology has increased the relevance of the education sector and made it possible to modernise the system of lifelong learning. Nowadays, distance education is presented as a new educational paradigm, justifying its importance and necessity. It is no longer just an educational phenomenon, it has gained social significance since every country has experienced the negative and positive effects of Covid. First of all, it is self-organisation (of space, own strengths and abilities), a search for new ways of personal development, taking into account the latest educational trajectories, a cultural and intellectual leap with a radical reform of self-education.<sup>7</sup> Information culture is generated by various factors, among which the mental component occupies a special place, inferior to ethno-cultural, socio-political and historical development.

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<sup>6</sup> Книга Псалмів.С. 141–150. URL: <https://bible-lessons.in.ua/bible/old/book23/ps141-150.html>

<sup>7</sup> Klitgaard R. & Fedderke J. Social integration and disintegration: An exploratory analysis of cross-country data. *World Development*. 1995. 23. 3. 357–369. URL: [https://doi.org/10.1016/0305-750X\(94\)00138-O](https://doi.org/10.1016/0305-750X(94)00138-O)

Traditionally, education is considered to be the basis of the European way of life, the main condition for strengthening democracy and the market economy, social justice and human rights as the highest category of existence<sup>8</sup>. Therefore, in 2020, in the context of the global pandemic, the Action Plan for the European Education Area until 2025 was adopted, which included six dimensions: the geopolitical dimension, improving the quality of education, modernising higher education, strengthening inclusive and gender education, increasing motivation for education and building the competences of educators, supporting green and digital transformations in the education area<sup>9</sup>.

Education is the basis not only for the comprehensive development of the individual, his or her competitive employment, and responsible and active citizenship. It is, in fact, the right to quality lifelong learning, a principle proclaimed by the European Foundation for Social Rights. When we talk about the informatisation of education, we mean a synthesis of educational, methodological, socio-economic, managerial, organisational, legal, scientific, technical and production processes aimed at addressing computing, information and telecommunication needs in the context of the globalisation of the educational space. It is based on the quality and active use of modern technologies that allow both teachers and students to be constantly 'here' and 'now', regardless of location.

People started thinking about distance learning in the 70s of the last century (for example, the Open University of the United Kingdom was founded in 1969) and, as a result, several open universities were created around the world. Today, distance learning programmes have been introduced in most countries. Having undergone radical changes in the context of globalisation, the educational process has not only not lost its significance, but on the contrary, stimulates, encourages, and attracts<sup>10</sup>. Because the world has become different. 'The world, which is constantly changing, cuts off the numerous roots of the past, forcing people to live simultaneously in different traditions, cultures, and adapt to constantly

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<sup>8</sup> Кондур, О. С. та Фучинська, Н. Я. (2021). Інформаційне суспільство та інформатизація освіти. *Гірська школа українських Карпат*. 2021, 24, 1. С. 11–15.

European Commission. Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on achieving the European Education Area by 2025. 2020. <https://acortar.link/CRG6YZ>

<sup>9</sup> Українська правда. URL: <https://www.pravda.com.ua/news/2022/04/10/7338620/>

<sup>10</sup> Індекс якості життя: як змінилося місце України в рейтингу. *Слово і діло*. URL: <https://www.slovoidilo.ua/2021/07/19/infografika/svit/indeks-yakosti-zhyttya-yak-zminyuvalosya-misce-ukrayiny-rejtynhu>

changing socio-cultural and technologically determined circumstances'.<sup>11</sup> Education and training as its component are becoming increasingly relevant, due to accessibility, flexibility of the educational process, inclusion, the ability to follow an individual trajectory, and interactivity. Modernisation of educational programmes capable of entering the labour market increases motivation to study, promotes the competitiveness of employees, strengthens the role of employers and encourages their own professional development. The terminology homo informaticus, which is absent in the traditional classification of the 'growth' of a human being as a rational being, has even appeared in scientific circulation. As O. Dzioban has noted, 'In the context of the development of informatisation, each of the dialectically interconnected human principles: physical, mental and social requires special consideration, since only in this case the new possibilities of the information society can be fully used for human development. Without taking into account the specifics of these human principles, informatisation is fraught with negative social consequences'.<sup>12</sup>

In the EU countries, the latest sources of information are being attracted, new means of managing the educational sector are being used, and teaching methods are changing based on the integrated use of computer, multimedia and communication technologies.<sup>13</sup> 'Today, informatisation of education has gone far beyond computerisation and is understood not only as technical and technological support of the educational process, but also as a change in the educational paradigm'.<sup>14</sup>

The information society associated with globalisation is a social phenomenon, a reality of our lives.

The formation of knowledge and the dependence of learning on teaching have a very long history in modern education. Ideas and concepts are easier to implement when you have a tool of understanding. If you use a familiar context when teaching, it can make it easier to remember, as the 'mnemonic'

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<sup>11</sup> Вакулик І. І. Спілкування як екзистенція людського буття. *Вісник Дніпропетровського університету імені Альфреда Нобеля. Серія «Філологічні науки»*. 2012. № 2 (4). С. 160–162.

<sup>12</sup> Дзьобань О. Homo informaticus: До проблеми осмислення сутності. *Вісник Національного університету «Юридична академія України імені Ярослава Мудрого»*. Серія: Філософія, філософія права, політологія, соціологія. Харків : Право, 2014. № 1 (20). С. 13–21.

<sup>13</sup> Шанідзе Н. Інформатизація освіти у світлі новітніх соціально-філософських ідей. *Вісник Національного університету «Юридична академія України імені Ярослава Мудрого»*. Серія : Філософія, філософія права, політологія, соціологія. Харків : Право, 2014. № 1 (20). С. 109.

<sup>14</sup> Palshkov, K., Shetelya, N., Khlus, N., Vakulyk, I., & Khyzhniak, I. (2024). Impact of mobile apps in higher education: Evidence on learning. *Amazonia Investiga*, 13(74). P. 115–128. <https://doi.org/10.34069/AI/2024.74.02.10>

of ideas is stored in the brain and adjusts existing knowledge schemes. When we talk about learning (in the broadest sense) in the current context, it cannot be simply formal and institutionalised. There should be a focus on what conditions for learning should be created, what effective processes should be offered to solve learning situations. Aristotle's suggestions about the fifth element, order and harmony, work! And the mysticism of the medieval transformation into 'gold' gives everyone a new life of knowledge.

When a person knows their true virtues, it is easier for them to succeed in their studies and work, to find their place in the team, and to become better. And our university aims to give students the most valuable treasure – knowledge, and they can get it in cosy, spacious classrooms. This is where you can find out who you really are, without underestimating or overestimating yourself.

We invite you to read the opinions of our first-year students. If we want to know ourselves well, let's try our hand at different activities. Let's not miss the opportunity to learn a new useful thing, take on any public assignments. And whatever we do, remember: the more versatile the activity, the more fully your talents and abilities develop, and the more accurately you can answer the question: Where is my vocation? And you can test yourself during training and work placements.

When we talk about education (in the broadest sense) in the current context, it cannot be just formal and institutionalised. There should be a focus on what conditions for learning should be created, what effective processes should be offered to solve learning situations.

In order to avoid directive teaching and not to receive the same answers to the teacher's 'closed' questions, not to see passivity, you need to let students express their own ideas and listen to their point of view. At the same time, you should not be afraid that you will not be able to cope with the material. You've probably found yourself in a situation where time is short and you need to meet the deadline to present the material (even if it is difficult to digest). At the same time, pay attention to how you concentrate, how you unite your wards, how the children concentrate, how quickly and concisely you present the essence of the topic, and how special it sounds. It's as if an invisible force gives you strength, and those next to you are absorbing the information like a sponge. Aristotle's suggestions about the fifth element, order and harmony, work! And the mysticism of the medieval transformation into 'gold' gives everyone a new life of knowledge. Thus, through empathy, bridges of correct decisions, correct answers, etc. are established.

### **3. Environmental problems and their reflection in contemporary discussion**

There are many environmental problems in the world that have serious consequences for all living things. For example, the press, television, and the Internet are full of information about environmental threats to humanity, among which you can find the most popular queries: «Why can smog occur?», «How does industrial and human waste pollute nature?», «What are the consequences of the destruction of natural systems?», «How to prevent the destruction of forests?», «Why are marine reefs being destroyed?», «How to treat industrial waste?», «What should be recycled?», «How does the increase in the rate of development affect the destruction of natural environments and the reduction of green areas?», «How are natural ecosystems being transformed into agricultural land?», «Why is the level of biodiversity decreasing and soil quality deteriorating?», «How strong is the anthropogenic impact?», «Is there really an ecocide against nature?», «How does war affect the environment?», «How has the environment changed during the year of Russia's full-scale invasion?», «What levers of influence does each of us have on the well-being of the planet?» etc.

Today, the Ukrainian media space has several publications devoted to environmental issues. These are online and print publications that focus on ecology, nature, and health. For example, the Ecological Truth website offers not only current news but also interesting scientific articles and expert blogs, while the Ecological Portal is dedicated to nature in the broadest sense of the word and aims to preserve the health of society as a whole and of individuals in particular. Here, both expert opinions and «tips» on nature conservation coexist. The Ecological Bulletin, a quarterly publication, publishes articles by scientists and experts, as well as information about interesting environmental activities and events. The popular science monthly Ecology and Life focuses on environmental protection, biology, and other natural science issues. On the pages of the publication, you can find publications related not only to environmental issues in Ukraine and the world, but also interesting facts about animals, plants and nature in its various manifestations. Its interesting sections include Ecology of the Soul, Kyiv and Kyivans, About Faith and Life, a children's perspective on «adult» issues, and many others. Since 2014, the Ecopolis magazine has gained popularity, publishing materials on various aspects of ecology, including climate change, natural resource and biodiversity protection, environmental policy, and other topics. All of the above publications demonstrate in one way or another how best to solve environmental problems, how to fight for environmental preservation and protect the environment. In our opinion, the most common aspects of environmental monitoring are water pollution

(as rivers, lakes and other water resources turn into places of discharge of toxic waste and other pollutants, which has a negative impact on ecosystems and human health); air (in large cities, air pollution can reach dangerous levels, which negatively affects human and animal health); biodiversity loss (a decrease in the number and diversity of plant and animal species can have serious consequences for natural ecosystems, as well as for the human). Thus, the instinct of self-preservation is “programmed” in our minds, and the Ukrainian media space helps its readers and connoisseurs to navigate the environmental problems of our time through a series of news, articles, interviews, and analytical materials.

For each of us, it is no longer an extraordinary thing to use words borrowed from other languages in our daily communication. And it is no longer a tribute to fashion, it is our everyday life – the globalized world has proven to be much stronger than people's desires and will. The ongoing information transformations have forced humanity to choose a new vector of coexistence, which has provided new opportunities, new knowledge, new ways to realize dreams and fulfill desires, and the latest applications installed on our gadgets help not only to locate and capture special moments in life, but also mediate the settlement of relations in the process of communication, sometimes chaotic, caused by the whirlwind of modern changes.

The development of digital competencies forms a kind of learning ecosystem that can transform in accordance with the challenges of our lives. Whether it is «advisory» assistance through so-called translators, or a tool to ease the burden of depression and anxiety, various psychophysiological conditions; or filling virtual libraries with literature (the book publishing industry has also joined the digitalization process); or human resources management (pitching opens up new business opportunities); or modifying learning in the virtual space – these are our challenges to the coronavirus pandemic.

Man-made disasters, wars, natural disasters – are they not the result of humanity's own actions? We strive for perfection in relationships, communication, and everyday life, demanding that others respect us, but we forget about the Ego of each of us, which also «conquers» the surrounding space. Instinctively obeying the animal «competition» (the stronger, more agile, smarter, more foresighted, more experienced, etc.), we direct the so-called standard impulses in a direction where conflicts and misunderstandings often occur, where hints and mockery appear, where hostility and contempt are formed. They give rise to such moral traits as cowardice, cowardice, miserliness, cruelty, and anger.

However, maximizing the virtues gains the upper hand in this battle, where gentleness, dignity, hard work, piety, valor, courage, friendliness,

openness, ease, perseverance, authority, meekness, patience, restraint, humility, prudence, faith, hope, love, etc. are lined up on the front lines.

Such synonymous and antonymic series of human qualities can be built when it comes to inclusion, which has rapidly entered our vocabulary but has long existed in society. This is the so-called barrier-free communication that takes place at the informational, educational, psychological, emotional, and normative levels. That is, in a broader context, we interpret the “rules of the game” between members of society who must adhere to a strategy of building tolerant relations.

What is new in the language appears in the vocabulary, which, being a means of nomination, i.e., designation of objects and phenomena of reality, reflects the emergence of new realities (extra-linguistic phenomena) or conveys changes in existing realities. And the reality of today, as defined by the WHO, officially became Covid in 2020 (at the same time, the media used «Wuhan pneumonia» two years ago when the virus was identified), although now doctors say that the correct term would be «coronavirus disease». The phenomenon of the rapid spread of a new terminological unit is due to the socio-historical context, and the degree of adaptation of the term has grown exponentially to the degree of spread of the disease around the world. And this is the richness of language – the ability to express reality in all its complexity. The term Covid-19 has integrated into modern languages, undergone super-fast graphic adaptation, and brought with it long-forgotten «vaccine», «pandemic», «epidemic», «passport», «immunization», «disinfection», «immunity», «infection», «isolation», «respirator», «virus», «zone», or specially used words like «biobank», «screening», «booster», «anosmia», «augustia», etc. Thus, we can say that the development of the lexicon occurs not only due to its new layers in connection with the emergence of subsystems of new realities, although this latter process yields the most tangible innovations in the lexicon.<sup>15</sup> Some term elements become a permanent link between realities and words in the process of nominating new realities, an indicator of the influence of extralinguistic factors on both vocabulary and word formation.

Worldview. Everyone has their own prism and shades. And the volunteer movement? They will support everyone, warm the needy, give advice, shelter, and at the same time their brains will be working: Where to find? How to help? How to open the doors behind which they used to hide. ‘My house is not without a corner’ – My home is Ukraine! We are everywhere, all over our country, and although some of us have been forced

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<sup>15</sup> Вакулик І. І. Спілкування як екзистенція людського буття. *Вісник Дніпропетровського університету імені Альфреда Нобеля. Серія «Філологічні науки»*. 2012. № 2 (4). С. 160–162.

to cross the borders, we are rooting for our motherland Ukraine with our hearts and souls. And we are sending tonnes of humanitarian aid. Because we are a nation of true patriots: Whether it's a boy playing an imaginary instrument on the steps of his house to play the song of the Sich Riflemen, or a girl singing in an angelic voice while hiding with her grandmother in the subway from the bombing of her hometown by racists, or a «rain child» full of desire for victory creating masterpieces depicting a patriotic cat, sunflower, ship, defender; or children's drawings full of energy hanging above a soldier's crib.

Our state has proved to every thinking person that we do not need a formal dialogue; that we are able to make piercing speeches to the depths of our souls to be applauded by the world elite; that our speech patterns and complex syntactic structures are not only an indicator of the information component, but also testify to the culture of Ukrainians, nurtured over a thousand years of history. And the moral and ethical norms that we try to adhere to through the prism of military operations are an essential characteristic of our culture.

#### **4. Formation of a culture of communication**

The formation of one's own culture is part of the general culture. «The concept of the road makes us think, provokes thinking, and therefore develops thought, forms new models of the psyche. Those who travel cannot help but reflect, because that is what life is all about – change, dialog, even with oneself».<sup>16</sup>

Let's recall Homer's *Odyssey*, J. Joyce's *Ulysses*, M. Proust's *In Search of Lost Time*, U. Eco's *Pape Satan Aleppe: Chronicles of a Fluid Society*, Heine's *Travel Paintings*, N. Gogol's *Notes of a Madman*, F. Lorca's *Impressions and Pictures*, etc. In Chinese literature, as early as the twelfth century, there was even a separate genre called the *you-ji* (or travel notes). «This genre is characterized primarily by the possibility of a retrospective view of the past. The notes are perceived as literary material, where the author's position is clearly expressed. The author himself is sometimes on the periphery of the plot, sometimes approaching its previous boundary, sometimes moving away into the depths, but he is not often the main character».<sup>17</sup>

To navigate the world in the broadest and narrowest meanings of the word, a person needs comprehensive information that would help establish

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<sup>16</sup> Інтернет-комунікація в діяльності інститутів сектору безпеки: теоретико-прикладний аспект : монографія. Київ, Луганськ : Янтар, 2013. 664 с.

<sup>17</sup> Мей К. Інформаційне суспільство. Скептичний погляд. Київ : К.І.С., 2004. 220 с.

the facts of the existence of certain phenomena, highlight their significance, influence the understanding of values, and determine the norms of use. «Comprehensiveness» of information is the result of a certain «combinatorics» – facts, estimates, norms, assumptions, etc. Thus, we can talk about the formation of such types of information as descriptive, variational, prescriptive, prognostic, recommendation, etc.

For everyone, their own family is both the child's first teacher and the location where the process of gradual maturation, accumulation of spiritual wealth, moral values, cultural knowledge, etc. takes place. The family largely predetermines what a person will become in the future, what moral qualities he or she will bring to the world, what his or her moral health will be like.<sup>18</sup> Modern psychology (B. Velichkovsky) has revealed the existence of peculiar «typical scenarios» in people's minds, among which the moral basis of family relationships occupies a prominent place. The antiquity of this question is confirmed by the answers that can be found in the primary sources of human culture – myths, sagas, legends, fairy tales.

According to ancient beliefs, beauty is based on proportion, order, clarity of boundaries, harmony, and symmetry. Democritus, Plato, and Aristotle thought so. They viewed beauty primarily as a phenomenon of spiritual order. And spiritual beauty finds its expression in physical beauty.<sup>19</sup> Love for beauty was an essential element of the life of the polis, since such concepts as glory, dignity, honor, property, freedom, that is, everything that formed the ideas and was considered an integral social attribute of a free, ideal citizen, were considered beautiful.

We consider the problem of family upbringing as a social institution involving all members of society. This is the process of forming and affirming a personality under the influence of «indicators» – self-education, education, upbringing in the family circle, assimilation of cultural elements, norms, values and social roles that are essential for a particular society. It should be borne in mind that these norms and means cannot be established by mere proclamation.

The family plays a key role in the upbringing and socialization of children, and is the first and external environment where values, outlook on life and moral principles are formed. Insufficient upbringing, which begins with the family, can lead to various problems in the future, such as antisocial behavior, crime, drug and alcohol addiction, and other psychological and emotional problems. In today's cycle of life, families are often affected by a variety of factors (e.g., economic instability, divorce,

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<sup>18</sup> Українська правда. URL: <https://www.pravda.com.ua/news/2022/04/10/7338620/>

<sup>19</sup> Локшина О. І., Глушко О. З., Журило А. П. та ін. Тенденції розвитку шкільної освіти в країнах ЄС, США та Китаю : монографія. Київ : КОНВІ ПРИНТ, 2021.

migration, violence, war, etc.) that combine to create a number of problems. Therefore, it is important to promote positive values such as love, respect, patience, compassion, and other moral principles that build a healthy and happy life; to support the family as the basic unit of society, to provide assistance to children, and to create appropriate conditions for their development and socialization. At the same time, cultural and ethnic peculiarities, traditions and customs that make up the identity of each family should be taken into account.

In the context of globalization, it would have been strange to talk about war a few years ago. However, the realities of our time testify to the horrific facts of hatred, violence, and filth on the part of Muscovites and the numbers of losses that we, Ukrainians, will have to live with for decades to come. This is especially true for children of war.

Definitions of this concept in scientific sources mostly refer to the normative framework of children's rights. Here we should mention the UN Convention on the Rights of the Child, which refers in particular to children in conflict zones; UNICEF, an organization that works to help children in conflict zones and provide them with protection; the International Committee of the Red Cross, the International Tribunal, the International Court of Justice, etc. that deal with the rights of children in conflict and war zones. The concept itself is relatively new, and therefore not represented in standard dictionaries.

The term «children of war» refers to children who have suffered the consequences of war, received various traumas (physical, psychological, moral), witnessed cruelty or were forcibly separated from their families as a result of the armed aggression of the EPR. These are also children whose level of consciousness is not yet able to comprehend the scale of the war, including toddlers and newborns. Thus, children may be of different ages and experiences, but they survived, endured, and overcame to prove to the whole world that the term «war» has a terrible context (children lose their homes, parents disappear forever or become disabled, friends die, peers are forced to stay abroad in search of something better, dreams are destroyed, educational institutions are destroyed), and it, the war, has no right to make its own adjustments to people's peaceful lives. According to the definition provided by the Dictionary of the Ukrainian Language, war is the containment of an armed conflict, a competition of armed forces against the enemy in order to win. And our soldiers are invincible because they are not only good with weapons, they have big hearts, because each of them has his own family and children to protect and open up the future.

Children of war are also those who stood on the barricades with adults during the Revolution of Dignity, who shared a school lunch on a winter day

in tents, who did not go to school but rushed to the Maidan. These are the people who patrolled the night streets of their village with their older brothers or sisters, who wove camouflage nets, collected all possible help for the needy, because every Ukrainian felt what war is like.

## CONCLUSIONS

The absence of a culture of communication is evidence of a person's lack of spirituality. The wise Aesop proved that our word is the best thing a person has at his disposal and the worst thing he has. By communicating, we exchange information, thoughts, feelings, learn about ourselves and others, develop attentiveness and sensitivity, and learn to be resilient.

Modern science views society as a complex system that does not emerge on its own. It needs to be designed and created, continuously reproduced and renewed. And since society is in the process of continuous development, such concepts as 'integration' and 'disintegration' are closely intertwined.

The current state of the value world in the world is very ambiguous and contradictory. It is often characterised by the very capacious term «crisis», forgetting that this is one of the easiest ways to hide from difficulties.

Our ideas, developments, and thoughts are just tools that will be used to paint the picture of the «Exodus» (not to be confused with the «Exitus»), which will be shown to the world by the best minds of humanity under the shadow of the Higher Brain. We are trying to answer the following questions: «What was humanity like in its maximum range and how much has it changed in its minimum range?», «How can we use the time we have been unexpectedly given?», «How has the evolutionary vector of human development been reflected in the current generation in the context of the coronavirus?»

The information space is coded frames and quanta in their broadest interpretation, the source of which is time, circumstances, actions that are at the median of «growth» or «decline».

In the late 1990s, R. Klitgaard wrote in his article 'Social Integration and Disintegration: An Exploratory Analysis of Cross-Country Data: «Social disintegration is a vague and apparently problematic concept that probably refers to such dimensions as conflict and instability, violations of political and civil rights, crime and violence, growing divisions between rich and poor, and declining levels of citizen satisfaction with their lives». So we have been observing for a long time how different countries face different types of social disintegration.<sup>20</sup>

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<sup>20</sup> Іщенко В. Дорожні нотатки: чужинці про Україну та українці про світ URL: [http://www.dnipro-ukr.com.ua/rubrik\\_description-5676.html](http://www.dnipro-ukr.com.ua/rubrik_description-5676.html)

Modern science views society as a complex system that does not emerge on its own. It needs to be designed and created, continuously reproduced and renewed. And since society is in the process of continuous development, such concepts as 'integration' and 'disintegration' are closely intertwined.

So, knowing more and understanding more is a requirement of the present time.

## SUMMARY

We consider the information space as a generalised concept of the acquired linguistic experience of mankind based on objects of the physical world, which can be simply copied and acquire a new sound in the process of its upward movement. Information becomes valuable only when it is guaranteed to be used. New paradigms of modern language research are the challenge of our time. One can agree or disagree with this statement. But the one who owns the information is its master. The dynamism of an information – rich life is the current reality of the conditions of existence of society, which is constantly striving to go beyond the boundaries. In the universe of cultures, information exchange and communicative influence are extremely necessary things – communication flows are formed, which will later turn into anthropological, ethnic, geographical, cultural, historical, moral and psychological markers of behaviour, i.e. become socially marked.

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